



SimulTrans
your languages – your timeline

Marketing Adaptation Checklist

Literally translated marketing content will not resonate with readers in their target markets. Instead, rewrite your copy for each locale, making appropriate cultural adaptations:

- ☐ 1. Define an appropriate tone (formal/informal) for the target locale
- ☐ 2. Adjust humor to fit the cultural context of the target audience
- ☐ 3. Modify idiomatic expressions to local equivalents or remove them
- ☐ 4. Use local units of measure and currency formats
- ☐ 5. Revise imagery to reflect local customs and values
- ☐ 6. Maintain product names and branding, which should typically not be translated
- ☐ 7. Replace references to holidays with those celebrated in the target country
- ☐ 8. Ensure compliance with local laws and regulations
- ☐ 9. Replace puns and wordplay with culturally relevant alternatives
- ☐ 10. Adapt product descriptions to emphasize benefits valued by the target audience
- ☐ 11. Adjust pricing strategies to align with local purchasing power
- ☐ 12. Consider local religious or social sensitivities when crafting messages
- ☐ 13. Change references to celebrities or public figures to locally known personalities
- ☐ 14. Ensure product usage examples reflect local lifestyles and environments
- ☐ 15. Use local social media platforms and popular hashtags for online content
- ☐ 16. Change athletic references to sports and activities that are popular in the target country
- ☐ 17. Adjust references to popular music genres or artists to those enjoyed locally
- ☐ 18. Tailor food and drink references to match local tastes and dietary preferences
- ☐ 19. Replace transportation examples with those commonly used in the target locale
- ☐ 20. Modify descriptions of weather and climate to align with local conditions
- ☐ 21. Adapt shopping habits and payment methods to fit regional preferences (cash vs. mobile)
- ☐ 22. Refer to family structures that reflect local norms (e.g., multigenerational households)
- ☐ 23. Adjust fashion and clothing references to align with regional styles
- ☐ 24. Consider local time formats (12-hour vs. 24-hour) in scheduling references
- ☐ 25. Incorporate local education systems and workplace customs in career-related content

Aileen from SimulTrans can help!

Request a sample.